

**AMENDMENTS TO THE CLAIMS**

1. (currently amended) A method of selecting and displaying a video segment to a viewer comprising:

transmitting a plurality of video segments from a broadcast center to a viewer;  
displaying said video segments to said viewer;  
sensing viewer reaction input to said displayed video segments from said viewer through at least one sensor after receiving a start trigger;  
detecting a stop trigger;  
transmitting said input to a remote computer;  
analyzing said input to generate affinity data;  
selecting a specific video signal based on said affinity data; and  
displaying said specific video signal to said viewer.

2. (original) The method of claim 1 wherein said sensor comprises at least one button pressed by a viewer.

3. (previously presented) The method of claim 1 wherein said step of selecting a video signal comprises selecting a video signal during a live broadcast based upon affinity data.

4. (currently amended) A method of collecting affinity data comprising:  
transmitting a plurality of video segments from a broadcast center to a viewer;  
displaying said video segments to said viewer;  
sensing viewer reaction input to said displayed video segments from said viewer through at least one sensor after receiving a start trigger;  
analyzing said input to generate affinity data;  
selecting a specific video signal from a plurality of video signals being broadcast to said viewer, said selection being based on said affinity data;  
detecting a stop trigger;  
transmitting said affinity data to a remote computer; and

displaying said specific video signal to said viewer.

5. (original) The method of claim 4 wherein said sensor comprises at least one button pressed by a viewer.

6. (previously presented) The method of claim 4 wherein said step of selecting a video signal comprises selecting a video signal during a live broadcast based upon affinity data.

7. (original) A method of claim 1 further comprising:  
rewarding said viewers for responding with said input to said video segments.

8. (withdrawn) A method of rewarding viewers to watch broadcast content comprising:  
informing said viewers that awards may be earned by responding to specific events  
contained in said broadcast content;  
identifying said specific events;  
providing an interface through which said viewers may enter a response to said events;  
obtaining said response;  
assigning a value to said response;  
accumulating said value with previous values, if any, associated with a previous response  
from said viewer to produce a total value; and  
providing redemption of said value when said total value is greater than or  
equal to a predetermined redemption criteria.

9. (withdrawn) The method of claim 8 wherein said step of assigning a value further  
comprises:  
awarding additional value if said viewer has responded to a predetermined number of  
occurrences of said content.

10. (withdrawn) The method of claim 8 wherein said step of identifying said specific events further comprises:

outputting a visual indicator.

11. (withdrawn) The method of claim 8 wherein said step of providing an interface through which said viewers may enter a response to said events further comprises:

entering data via input sensor from said viewer.

12. (withdrawn) The method of claim 8 wherein said step of providing an interface through which said viewers may enter a response to said events further comprises:

manually entering data via a remote control device.

13. (currently amended) A method of providing broadcast content viewing information comprising:

implementing an award method wherein viewers are awarded a value for responding to

events associated with presentation of said broadcast content, said method including;

transmitting a start trigger;

receiving responses to said presentation of said broadcast content from said viewers after

said start trigger is received;

detecting a stop trigger;

analyzing said responses received from said viewers;

generating affinity data from said analysis.

14. (previously presented) The method of claim 1 wherein said sensor is a biometric sensor.

15. (previously presented) The method of claim 1 wherein said sensor is a motion sensor.

16. (previously presented) The method of claim 1 wherein said sensor is an audio sensor.

17. (previously presented) The method of claim 1 wherein said sensor is a video sensor.

18. (previously presented) The method of claim 1 wherein said sensor is an infrared sensor.

19. (previously presented) The method of claim 1 wherein said sensor is a keypad.